

ESSENTIAL CORPORATE EVENT PLANNING CHECKLIST

PHASE 1: Strategic Definition & Planning

DONE	DESCRIPTION
	Define objectives and target audience.
	Establish core messaging and initial budget.
	Determine event format and create a master timeline.
	Research and shortlist potential venues.

PHASE 2: Venue & Logistics Management

DONE	DESCRIPTION
	Secure venue and finalize key contracts (e.g. catering, AV, etc.).
	Develop basic floor plan and manage essential logistics.
	Coordinate transportation and accommodation (if needed).
	Establish security and accessibility basics.

PHASE 3: Content & Engagement Strategy

DONE	DESCRIPTION
	Develop core agenda and secure key speakers.
	Plan key interactive elements and registration process.
	Develop attendee communication strategy.

PHASE 4: Branding & Marketing

DONE	DESCRIPTION
	Develop core event branding.
	Create essential marketing materials (website, emails).
	Manage internal and external promotion (if applicable).

PHASE 5: On-Site Execution & Management

DONE	DESCRIPTION
	Final vendor coordination and briefing staff.
	Oversee key setup areas and manage run-of-show.
	Handle attendee support and key issue resolution.

PHASE 6: Post-Event Analysis & Follow-Up

DONE	DESCRIPTION
	Process vendor payments and gather attendee feedback.
	Analyze basic event data and send thank-yous.